



2015 Member Survey Results – further information

Format and ratings

The Survey covers three key categories of relationships between the Institute and its Members, namely: (1) service provided by the Institute; (2) Institute communications; and (3) the role of the Institute. Each of these three categories has a number of sub-categories and specific questions (these are set out in full on the next page of this paper). The Survey also included a number of demographic/ marketing-related questions.

No changes were made in the 2015 Survey to the way the survey questions were grouped compared to previous surveys. This is because the survey data evidences a reasonable correlation between each individual question and the scale category under which it sits.

Member Satisfaction/Performance

At the most basic level of reporting for scales and items, the commonly used score is the "agreement index" (represented by "% Favourable"). This score shows the percentage of respondents who responded favourably (that is, with either an "Agree" or "Strongly Agree") to the Survey items. The ratings of "Low", "Medium" or "High" are based on commonly used, but nevertheless arbitrary, cut-offs of "<50%", "50-<80%" and "≥80%" favourable responses.

Relative importance

The Survey report also estimates the importance of each of the scales and items for driving Member Satisfaction. Importance is derived statistically from Member responses, using correlations. It indicates the strength of the link between each of the scales and Member Satisfaction, as rated by Members.

Gap analysis

Voice Project's gap analysis for the preliminary Survey results compares performance on Institute member service practices with the estimated importance of those practices. The analysis highlights areas where performance is high on important practices, as well as areas where performance is low on important practices.

Practices towards the right (higher "importance") have a greater impact on Member satisfaction based on the survey data. Ideally, member service practices should rest in the oval where there is a good match between performance and importance.

Categories, sub-categories and questions

Category		
Service provided by the Institute	Institute Communications	Role of the Institute
Sub-categories and questions		
<p>Quality The Actuaries Institute offers services that are of a high quality.</p> <p>Responsiveness The Actuaries Institute responds quickly to my requests and questions. The Actuaries Institute responds to my suggestions and ideas. The Actuaries Institute HQ Team was sufficiently available when I wanted to contact them.</p> <p>Continuous Improvement The Actuaries Institute implements effective programs of continuous improvement. The Actuaries Institute is progressive.</p> <p>HQ Team The Actuaries Institute HQ Team is knowledgeable about their services. The Actuaries Institute HQ Team does their job well. The Actuaries Institute HQ team are willing to 'go the extra mile' when required. The Actuaries Institute HQ Team relate well to me.</p>	<p>External Communications The Actuaries Institute is open and honest in its communication to Members. The Actuaries Institute communicates with Members often enough. The content of the communications I receive from the Actuaries Institute is relevant to me. The content of communications I receive from the Actuaries Institute is engaging. The Actuaries Institute keeps Members well informed about what's going on within the Institute. The Actuaries Institute keeps me informed of events that are relevant to me.</p> <p>Website The Actuaries Institute website provides useful information. I can easily find what I need on the Actuaries Institute website.</p>	<p>Governance The Actuaries Institute provides sufficient guidance on areas relevant to my practice area. I am confident that I understand my CPD obligations.</p> <p>Public Policy The public policy and media presence of the Actuaries Institute helps raise the profile of the profession. The Actuaries Institute represents the profession's needs well in its public policy initiatives. The Actuaries Institute effectively advocates to the regulator, government and other key stakeholders.</p> <p>Networking I believe that one of the roles of the Actuaries Institute is to provide me with opportunities to interact with my colleagues. The Actuaries Institute provides me with adequate opportunities to network with my colleagues.</p> <p>Professional Development / Events The Actuaries Institute effectively provides continuing professional development.* The Actuaries Institute's professional development program helps me progress my career.*</p> <p>Overall Member Satisfaction Overall I am satisfied with the services I have received from the Actuaries Institute. The Actuaries Institute is achieving its goal of generating pride in the profession.</p>

*Question only includes Members who participated in Actuaries Institute CPD Program/attended events.

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